

TABLE OF CONTENTS

	<u>Page</u>
INTRODUCTION	1
REGIONAL SETTING	2
ECONOMIC ANALYSIS	3
Retail Trade Area (Area of Economic Influence).	3
Population Trends and Projections	5
Employment	7
Income	8
Retail Sales	10
Summary of Economic Analysis	12
CONSUMER AND MERCHANTS OPINION SURVEYS	13
Consumer Opinion Survey	13
Merchants Opinion Survey	15
Summary of Consumer and Merchants Opinion Surveys	15
DELINEATION OF THE BUSINESS DISTRICT	17
True Building and Land Values	17
COMMERCIAL DEVELOPMENT IN ZEBULON	19
DOWNTOWN 1966 - 1986	20
Design Objectives	20
Findings of Study and Plan	20
Uses of Buildings	24
Floor Space by Category	26
Vacant Land in the Central Business District	28
Functional Groupings of Floor Space - 1986	29
Buildings	30
CIRCULATION	32
PARKING	38
Appearance.	41
SUMMARY OF RECOMMENDATIONS AND PRIORITY SCHEDULE	44
IMPLEMENTATION	45
Public Responsibility	46
Private Responsibility	46
Joint Responsibility	46
CENTRAL BUSINESS DISTRICT IMPROVEMENT PROJECTS, APPROXIMATE COSTS, AND SUGGESTED FINANCING	48
Private Projects	48
Joint Projects	50
Public Projects	54
APPENDIX	follows . 42